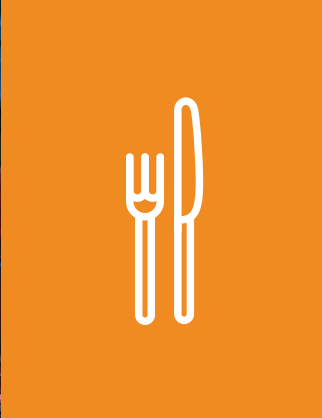


INDUSTRY COMMUNICATIONS COVID-19 TOOLKIT





#EXPLOREMNAGAIN COMMUNICATIONS COVID-19 TOOLKIT

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Dear Tourism Partner,

The last few months have been some of the most difficult times in history for Minnesota tourism. But throughout the challenges we've faced, our industry has shown its resilience and strength, and we will recover. Together, we can welcome visitors back to our great state as they begin to **#ExploreMNAgain**.

We know travelers are eager to plan trips across the state, but before doing so, many are looking for assurance that their destinations are safe to visit. To support you and your business, Explore Minnesota developed a communications toolkit to help you address traveler health and safety concerns, and encourage visitation as the state and tourism industry reopens during the COVID-19 pandemic.

These materials were developed to help you communicate the steps your business is taking to ensure the health and safety of travelers, your staff and the local community. Please refer to official local, state and federal rules and regulations regarding specific reopening guidelines, plans and timelines.

For more information, resources and updates, visit the Explore Minnesota [COVID-19 resource page](#).

If you have additional ideas you'd like to share or specific needs you'd like addressed, please don't hesitate to contact us at questions.exploreminnesota@state.mn.us.

A handwritten signature in black ink, which appears to read "John Edman". The signature is stylized and fluid.

John Edman, Director

Explore Minnesota

EXPLORE MINNESOTA TOURISM RESOURCES

Explore Minnesota offers various resources for tourism-related companies and organizations across the state to promote their business or community and attract visitors. We encourage you to explore these resources and find the most up-to-date information on the Explore Minnesota COVID-19 resource page [here](#).

Here are a few additional Explore Minnesota resources for quick reference:

UPDATE OR CREATE YOUR EXPLOREMINNESOTA.COM LISTING

If you have a plan in place to safely reopen your business and have safety or operational changes to share with the public, please take the time to share information with potential guests by [updating or creating a listing](#) on *ExploreMinnesota.com*.

Consumer confidence will be key in the recovery of the travel industry. As travel restrictions begin to loosen, consumers want to know what businesses are doing to alleviate their concerns about traveling and vacationing safely.

Log in to the extranet to [update your listing](#) or request an account, and let consumers know you're open to welcome them, and help them regain trust in their ability to travel safely.

EMT EXPRESS NEWSLETTER & OTHER INDUSTRY COMMUNICATIONS

The EMT Express industry e-newsletter is now distributed weekly and includes news, educational opportunities and resources for the tourism industry. By joining this list you will also receive other EMT communications specifically for the Minnesota tourism industry.

You can sign up and view past editions [here](#).

RECOVERY MARKETING CAMPAIGN

Explore Minnesota's recovery marketing campaign will progressively launch beginning June 22 across a variety of mediums (digital, radio, social media and TV) running ads throughout Minnesota and throughout neighboring regions. Visit the campaign [summary page](#) for more details and ways to engage with this campaign.

EXPLOREMINNESOTA.COM LEAD GENERATION PROGRAM FOR DMOS

Explore Minnesota's lead generation program provides free, unlimited leads to qualifying communities through December 31, 2020.

Among the partner opportunities available on *ExploreMinnesota.com*, the lead generation program shares consumer requests for information with DMOs and primary tourism promotion organizations. In the last year, this program generated 100,000 consumer leads for brochure requests.

To be eligible for this program, organizations must:

- Be able to fulfill requests with a single print or electronic brochure that matches their listing on *ExploreMinnesota.com*
- Be able to respond to requests at the time of joining the program

If you are unable to fulfill consumer requests at this time but will have that capacity soon, you can join any time until December 31, 2020. Current participants in this program do not need to reapply; all accumulated lead charges to date will be waived.

Get more information and sign up [here](#).

NEW IN 2020 - TOURISM CRISIS MARKETING GRANT PROGRAM

The Tourism Crisis Marketing Grant Program is designed to provide advertising dollars to individual, established non-profit DMOs and primary promotion agencies so they can remain visible to customers and continue to stimulate travel for the economic benefit of their destinations during this difficult period.

Funding for qualifying organizations has been pre-determined based on a three-year average consumption of past marketing grants. Explore Minnesota will notify previous grantees of their crisis grant award by June 15.

Grant guidelines include:

- Funding is available for the period of July 1-April 30, 2021.
- Qualifying primary tourism promotion agencies who have not previously used the tourism marketing grant program may also qualify for the crisis grant program up to \$1,000.
- This crisis grant program will not require a financial match by the grantee.
- There are no in-state or out-of-state advertising requirements, allowing grantees to advertise closer to home if they so choose.
- Crisis grant funds will be reimbursed after the approval of qualifying campaigns or can be given in advance with the approval of a financial advancement form.
- Eligible expenses under the crisis grant program are limited to specific advertising tactics only.
- There will be no waivers granted for exclusion of the Explore Minnesota logo.
- Only one crisis grant award will be given per eligible organization.
- Deadline for funding request: December 31, 2020.

Read the full 2021 Tourism Crisis Marketing Grant Guidelines [here](#).

If you have any questions, please reach out to your Regional Partner Relations representative [here](#).

EXTERNAL COMMUNICATIONS & BRAND AWARENESS

As your business reopens to the public, it is time to let people know! Additionally, because guidelines and protocols vary from business to business—and region to region—it is important to communicate clearly about the steps you are taking to help guests anticipate and plan their experience.

There are several ways to make sure travelers know that you have reopened, and to announce any new policies your business has in place. Below is a checklist with a few example tactics:

- ☐ **Signage:** A sandwich board sign on the sidewalk stating that you're open and any changes in days or hours; signs near the entrance stating requirements for entry, such as number of guests allowed or face mask requirements; signs describing contactless check-in or checkout options; directional signage denoting one-way foot traffic; etc. Signs should be visually appealing, use plain language and be easy to understand for all ages.
- ☐ **Social media:** Make sure your social media channels are up to date with information about your new policies so potential visitors know your business is open and what to expect upon arrival. See the Social Media section (Page 11) for additional details.
- ☐ **Website:** Keep your website updated and accurate so visitors are aware of any changes. Consider creating a dedicated landing page on your site for policies and procedures during the pandemic, such as operating protocols, capacity limits, hours of operation, etc. Because information changes so quickly, it's vital to ensure your business information is updated on Google.
- ☐ **Explore Minnesota website:** [Update or create a listing](#) on the Explore Minnesota website and include any relevant details guests should know about your business such as operating protocols, capacity limits, hours of operation, etc.
- ☐ **Emails:** Keep up regular communications with your email list to update your subscribers on reopening plans and current policies; reminders before upcoming visits or reservations.
- ☐ **Calls:** Call guests to confirm reservations or appointments and remind them of new protocols in place; encourage guests to call if they have questions.
- ☐ **Letters:** Send a letter or postcard to those on your mailing list to let them know you're open and share information on safety and guest protocols.
- ☐ **Media outreach:** Send story ideas to local media outlets to encourage visitors. See the Media Relations section (Page 8) for additional details.
- ☐ **Partnering with other local businesses:** Consider reaching out to other local businesses to post or hand out flyers, brochures or business cards in the area – consult your local city government for more information on permitted flyer distribution guidelines. See the Local Business Partnerships section (Page 14) for additional details.

KEY MESSAGES & CONSIDERATIONS

Identifying and focusing on key messages in your internal and external communications ensures that employees, customers, residents and partners consistently hear the same information, helping avoid confusion and prevent the spread of misinformation. When developing your key messages, it is imperative they are factually accurate, direct and concise. Detailed and consistent information help to build consumer confidence and put guests at ease as they plan for and anticipate the experience.

Use these key messages, and others that are specific to your business, to communicate effectively and build consumer and community trust in your brand.

SAMPLE OVERALL KEY MESSAGES

- Our team is committed to providing you and your loved ones with a safe and enjoyable visit. We are following the latest health and safety protocols to create an enjoyable environment for our guests.
- Your safety is our priority.
- We will provide enhanced sanitization, cleaning and disinfecting regimens consistent with the Occupational Safety and Health Administration (OSHA), Minnesota Department of Health (MDH) and Centers for Disease Control and Prevention (CDC) guidelines. We also have strict policies in place regarding employee health, ensuring that staff will not come to work if they are sick or need to self-quarantine following possible exposure to COVID-19.
- Customers/guests are asked to do their part by wearing a mask, practicing social distancing, limiting the number of family members coming into our [office/store/etc.] and staying home if sick.
- We welcome visitors from all backgrounds, treating each guest with respect to provide a safe, enjoyable vacation destination.
- We look forward to seeing our guests to enjoy and celebrate a safe Minnesota vacation this summer and beyond!

CONSIDERATIONS FOR ALL SECTORS

As you're communicating your new policies and procedures to visitors, it's crucial to visualize the entire guest experience from start to finish, to ensure you're communicating every change or potential impact to their visit, both visually and verbally, as well as on all of your communications channels.

You may need to consider how these changes will affect contracts with guests and traditional policies, such as reservations, cancellation and refund policies, additional service fees, lower rates for limited service and more. It's of utmost importance to update any terms and conditions associated with these changes as soon as possible, both in printed materials and on your website.

During this time, highly visual communications such as increased directional signage, signage thanking guests for their patience, single-use materials such as menus, and bold, clear updates on your website and social media channels will help guests better anticipate and understand what to expect for their in-person experience.

SECTOR-SPECIFIC KEY MESSAGE CONSIDERATIONS

If your business falls into one of the following categories, consider creating key messages for your business as it relates to the notes and topics below. Please refer to [Minnesota Department of Employment and Economic Development guidelines](#) for complete policies and requirements.

LODGING/RESORTS

- **Cleaning:** Share with your guests how you are enhancing cleaning efforts, including what additional steps have been added for both your guest properties and common areas such as your office and amenities buildings, and/or rental equipment.
- **Capacity:** Let guests know about current capacity limits or social distancing measures in certain areas, such as guest rooms, common areas, dining areas, pools, etc.
- **Check-in and check-out:** Mention any new policies about online reservations or contactless check-in or check-out options.
- **Linens, bedding and pillows:** Clearly state to all guests what you will provide and what enhanced safety measures you'll be taking to ensure disease doesn't spread through these items.
- **Amenities:** Address any regulations and new safety measures you've added around community amenities, such as your beach area and water toys, boat rentals, kayaks and paddleboards, fitness facilities, fish cleaning houses, etc.
- **Food and drink:** If you serve food or beverages, provide information about what you have changed to ensure customer confidence with on-site purchases. Detail any room service or contactless pickup options available to guests.

CAMPGROUNDS

- **Cleaning:** Share how you are enhancing your cleaning efforts, including what additional steps have been added for your guest properties, common areas such as your office, restrooms, amenities buildings and rental equipment.
- **Capacity:** Let guests know about current capacity limits or social distancing measures in certain areas, such as campsites, common areas, picnic grounds, pools, cafeterias, etc.
- **Check-in and check-out:** Mention any new policies about online reservations or contactless check-in or check-out options.
- **Amenities:** Address any regulations and new safety measures you've added around community amenities, such as shared restrooms, beach area and water toys, boat rentals, kayaks and paddleboards, fitness facilities, fish cleaning houses, etc.

RETAIL

- **Cleaning:** Share with your shoppers how you are enhancing cleaning efforts, including any additional steps for handling your inventory along with high-touch areas such as payment machines, door handles, fitting rooms, etc.
- **Capacity:** Let shoppers know about capacity limits or social distancing measures in the store, and what to do if the store is at capacity when shoppers arrive (waiting areas, etc.).
- **Exchanges and returns:** Make sure your customers understand your purchase terms, especially if you are no longer accepting exchanges or returns.
- **Order pickup and delivery:** Remind guests about your order pickup or delivery options.

RESTAURANTS/BARS

- **Cleaning:** Share your enhanced cleaning efforts, including any additional steps you've added for built-in features (tables, chairs, games, etc.) and high-touch areas such as payment machines, door handles, restrooms, etc.
- **Capacity:** Let visitors know about capacity limits or social distancing measures in the indoor dining area or patio spaces, as well as how to make a reservation and policies about walk-up reservations.
- **Takeout and delivery:** Remind guests about any takeout or delivery options that are available.

ENTERTAINMENT/ATTRACTIONS

- **Cleaning:** Share how you are enhancing cleaning efforts, including any additional steps you've added for built-in features (tables, chairs, games, etc.), shared equipment (bowling shoes, helmets, etc.) and high-touch areas such as payment machines, door handles, restrooms, etc.
- **Capacity:** Let visitors know about capacity limits or social distancing measures in certain areas, as well as how to make a reservation if needed, and specific details if the area is at capacity when visitors arrive (waiting areas, etc.).

GOLF COURSES

- **Cleaning:** Share how you are enhancing cleaning efforts, including any additional protocols you've added on the course and in the clubhouse, along with specific high-touch areas such as payment machines, door handles, restrooms, etc.
- **Course guidelines:** Be sure to share the parameters set by the state with your golfers, so they know what to expect upon their visit, including one person/household per cart, not removing the flag, details on food & beverage services on the course or in the clubhouse, pro shop protocols, etc.
- **Capacity:** Let visitors know about capacity limits or social distancing measures in certain areas, such as the clubhouse, putting greens, driving range, and specifics updates around tee-times or walk-ons.

MEDIA RELATIONS IDEAS & TIPS

Communicating with local media outlets about how your business plans to reopen and the steps you're taking to ensure visitors' health and safety is an effective way to reach travelers and those dreaming about their next trip.

When reaching out to members of the media, make sure your message is newsworthy and relevant—is it a story the outlet would typically cover? If the story has already been covered, do you have a new story or angle to share?

STORY IDEAS TO CONSIDER

- Summer travel and the specific health and safety measures you are taking for visitors, staff and the community once you open.
- Donations your business has made, or ways you're giving back (providing rooms to healthcare workers at a reduced rate, bringing food to a local hospital for healthcare worker meals, etc.).
- Unique ways your business pivoted operations during the pandemic (creating virtual experiences, working on projects to enhance your property for reopening, etc.).
- Trend stories—if you spot/hear of a trend in your community or industry sector, consider sharing it with media.
- Success stories—if you have seen a rebound in your business, despite the poor outlook at the start of the pandemic, share the good news!
- Unique employee or guest stories.
- Giveaways or contests.
- Invite local media to your business to see what the “new normal” is like.

DEVELOPING AND SHARING STORY IDEAS

- Create a media list by researching the local news outlets in your area and the contacts at each outlet who typically cover the type of news you are sharing.
- Draft a story idea or pitch that succinctly summarizes the story you'd like a journalist to cover. This pitch should be customized to each reporter and the type of outlet they work for (print, online, radio, television). If you can, include a photo or other visual showing your business or that's relevant to your story idea.
- If the story idea is quick and to the point, a short email pitch works. If you want to share more specific details, you might want to put together a longer-form press release along with a quick note (see example on next page). Press releases can be copied and pasted into an email.
- Send story idea pitches and/or press releases to reporters in individual emails, or give them a call.
- If you do not receive a response within a week, it is OK to follow up once with an email or a phone call. However, do not continue contacting media repeatedly about the same story idea if you do not hear back. They will let you know if they are interested in doing a story.
- ◊ If there are interesting new details or developments to the story since you first pitched the idea, it is ok to follow up with an update. But again, follow-ups should be limited. Too many follow-ups on the same story is a pet peeve of many journalists.

INTERVIEW TIPS

- Practice appropriate social distancing guidelines, and wear a mask during in-person interviews.
- If the media will be conducting an on-site interview at your business, let them know about any specific guidelines or protocols to follow when they arrive, such as taking their temperature before they can enter, wearing a mask, filling out a symptom questionnaire, etc.
- It is great to let your excitement about reopening come through, but it is also important to seriously demonstrate the steps you're taking to protect public health and be sensitive to those who have been diagnosed with COVID-19 or have loved ones who have passed away from the virus.
- Consider identifying several guests and/or employees that media can speak with for the story—it's good to know who your spokespeople will be, since most reporters are working on a deadline.
- Feel free to ask the reporter for their questions (or type of questions) ahead of time to help you prepare.
- Nothing is truly "off the record"—do not share anything you would not want the outlet to cover.

MEDIA OUTLET LISTS

Media lists are available for download on the Explore Minnesota [COVID-19 resource page](#).

***Please do not copy word-for-word; provided as an example. All companies, names and policies are fictional.**

ABC AMUSEMENT PARK REOPENS TO THE PUBLIC WITH STRINGENT HEALTH AND SAFETY MEASURES

XYZ, Minn. (MONTH DATE, 2020) – ABC Amusement Park, a family-owned and operated attraction in XYZ, plans to resume operations on [DATE], 2020, with stringent cleaning and distancing protocols in place.

The Splash Pad water area will be closed until further notice, and park hours will be limited to 10 a.m. to 8 p.m. to allow for increased cleaning and sanitization procedures. Additionally, daily ticket sales will be limited to reflect current state capacity guidelines. Guests are highly encouraged to purchase tickets online, up to five days in advance of their planned visit, at [URL].

ABC Amusement Park is also pleased to announce that credit card readers have been installed at all food & beverage, retail and game areas throughout the park, making payments contactless and reducing contact between staff and guests.

“We are so excited to safely welcome guests back this summer,” said executive director Tonya Johnson. “We have instituted a number of policies and procedures that we are confident will allow guests to enjoy their time at ABC Amusement Park, while protecting the health and safety of our employees, visitors and local community. ABC Amusement Park is a popular Minnesota tradition that has been welcoming families, friends and other groups to make memories and have fun together for more than 30 years, and while it might look a little different this year, the important things haven’t changed – spending time together and having fun!”

A full list of health and safety policies in place at ABC Amusement Park is available at [URL].

Additional new policies include, but are not limited to:

- Before entering the park, staff will use contactless thermometers to take the temperature of each guest. Guests who have a fever of over 100.4 degrees Fahrenheit will be asked to leave the park and be issued a refund.
- Guests will be required to put on their own or their family member’s ticket wristbands. Staff will not be able to assist with securing wristbands, in order to reduce contact.
- Hand sanitizing stations will be placed in all communal areas throughout the park. Guests are encouraged to use hand sanitizer and/or wash their hands frequently during their visit.
- Ride capacity will begin at 50% to ensure proper social distancing.
- All high-touch ride surfaces, such as lap bars, handles, steering wheels, seat belts, etc., will be sanitized after each operation.
- High-touch areas such as waiting areas for lines will be disinfected once per hour.

Among the procedures ABC Amusement Park staff will be following include, but are not limited to:

- All staff will wear face masks throughout their shifts, and janitorial staff will continue to wear plastic gloves while cleaning, as they were required in the past. Gloves will be thrown out and changed as staff moves between areas.
- Staff are required to wash their hands upon arriving to work, before and after eating or restroom use, and at the end of their shift. Hand sanitizer will be provided to staff at each ride, food & beverage, game and retail area.

Additional cleaning procedures at ABC Amusement Park include, but are not limited to:

- Disinfecting every public surface at least once per day. High-traffic areas such as the ticket counter will be disinfected once per hour.
- All public restrooms will be fully cleaned three times per day, once before park open and after park close, and again staggered throughout the day during operating hours.
- To protect the health and safety of our employees and guests, picnic tables have been moved to allow six feet of distance between tables, and six-foot distancing markers have been placed at food and beverage stand lines.
- Advance reservations for indoor restaurants are required; reservations may be made online at [URL] or in-person at the park.

For more information about ABC Amusement Park, please visit [URL].

About ABC Amusement Park

ABC Amusement Park is a family-owned theme park in XYZ, Minnesota, offering fun for all ages! With thrilling roller coasters, exciting rides for kids and adults of all ages, games, food and more, there’s fun for everyone at ABC Amusement Park. Visit us online and purchase tickets at [URL].

SOCIAL MEDIA IDEAS & TIPS

As the state reopens and more travelers begin to plan trips throughout Minnesota, it is important to clearly share what visitors can expect at your business. While social media is a source for inspiration and fun, it is also a key channel for sharing valuable, up-to-date information.

Don't forget to use #OnlyinMN and #ExploreMNAgain hashtags in your posts, as that will allow you to join the overall social media conversation among tourism businesses and make your message available to those searching that hashtag. We recommend using #ExploreMNAgain for posts that discuss specific safety measures you are taking, and #OnlyinMN when the posts are more inspirational in nature.

FIVE TIPS FOR SOCIAL MEDIA

1. Be open and transparent

Clearly state what is and is not open at your property, what parameters are in place and how visitors can do their part. Also acknowledge that people will be ready to travel at different times, but that you'll be ready when they are ready. Include pictures and links when possible.

Facebook

Our resort is now welcoming guests, and we look forward to seeing you when you're ready to #ExploreMNAgain! We aim to provide our visitors and staff with the safest experience possible, so you will be seeing some changes at the resort, including contactless check-ins, 50 percent capacity at our restaurant and markings throughout the resort to encourage social distancing. (If applicable: Read about all of our guidelines here: [LINK TO WEBSITE WITH MORE DETAILS.](#)) INCLUDE PHOTO OF SOCIAL DISTANCING SIGN.

Instagram – static post

Our staff is smiling and ready to greet you, even if you can't see their mouths! All of our staff will be wearing masks to help prevent the spread of germs. Although masks aren't required for our guests, we strongly encourage wearing masks in public spaces. Learn more about our safety guidelines here: [LINK TO WEBSITE WITH MORE DETAILS.](#) #ExploreMNAgain #OnlyinMN INCLUDE PHOTO OF EMPLOYEES IN MASKS

Instagram – story

Take a Boomerang video of staff waving with their masks. Add caption “Our staff is smiling, even if you can't see their mouths! We're excited to welcome you back to NAME OF PROPERTY. #ExploreMNAgain #OnlyinMN”

Twitter

Our cleaning staff is going above & beyond to provide the cleanest spaces possible for guests. From sanitizing rental equipment between each use to removing “high touch” items from rooms, you'll see them hard at work every day at NAME OF BUSINESS. #ExploreMNAgain #OnlyinMN INCLUDE PHOTO OF CLEANING STAFF ON THE JOB

2. Share stories from guests

Show pictures of guests enjoying themselves safely, and tell their real-life stories/reviews. (Of course, be sure to ask for permission to use their names and photos.)

Facebook

As people begin to travel (or just start to dream of travel) again, we wanted to share a real-life example from the Johnson family, who has been coming to the resort for X years.

QUOTE “Traditions are important to our family, and with the safety measures in place at NAME OF RESORT we felt safe continuing our annual summer trip in 2020. We are thankful to the staff at NAME OF RESORT for making it as fun and memorable as past years while putting our safety first.”

Learn more about our procedures and make your reservations (when you're ready) here: [INCLUDE LINK TO WEBSITE](#) #ExploreMNAgain #OnlyinMN

3. Share stories of surrounding businesses in your area

All tourism businesses are facing tough times right now, so the more you can share the love for your community, the better. Reach out to local businesses in your area to see if you can partner with them on social media posts and offerings, and be sure to share and repost offerings/news from other businesses in your community.

Twitter

You know what goes great with an afternoon of fishing? Beer from @ LOCAL BREWERY, which is currently offering curbside pick-up of growlers. Mention you're staying at NAME OF RESORT to receive \$2 off your order! #ExploreMNAgain #OnlyinMN INCLUDE PHOTO OF FISH OR PEOPLE FISHING

4. Pay attention to the conversation

Read the reviews and posts from your followers and other businesses in your sector to see what people are talking about, what they are concerned about and what information they want to hear.

Be sure to respond in a timely, empathetic and helpful manner to concerns addressed to your page directly, and also acknowledge how you're addressing them. As a best practice, it's recommended to not hide or delete comments unless they go against your social media policy (such as strong, hateful, threatening or racist language, etc.).

Instagram - story

Record a video of a staff member saying, "Hi everyone! NAME here from NAME resort. If you're not ready to dine indoors at a restaurant yet, our X square foot patio seats X, and we offer room service and plenty of options that can be enjoyed from the comfort of your cabin. Check out our website for the details."(pan patio).

Twitter

We know everyone isn't ready to travel yet – so if you're still just dreaming of travel, check out our virtual tour/webcam/photos of location. We'll be ready when you are. LINK TO VIRTUAL TOUR #ExploreMNAgain #OnlyinMN

(Response to positive comment): Thank you for your kind words! We are so glad you enjoyed your stay/visit and hope to see you again soon.

(Response to negative comment): Thanks for bringing this to our attention. We're sorry this happened, and we will address the situation immediately. The safety of our guests is our top priority and we will take action to further prevent this situation from happening again.

5. Have fun

It is ok to have some fun and provide some levity in the conversation about the "new normal." After all, people will be turning to the travel industry as an "escape" from their everyday life. Remind your audience what hasn't changed – the call of the loon, the dip of the bobbers on the water and the beauty of Minnesota.

Facebook

We encourage you to stay 6 feet away from other guests. To put that in Minnesota terms, that's about one fishing pole, three loons, or about 183 minnows laid end to end. INCLUDE PHOTO OF FISHING POLE OR LOON OR MINNOW #ExploreMNAgain #OnlyinMN

Twitter

Once you're up here, we encourage you to turn off the news of the day and listen instead to the soundtrack of Minnesota – loon calls, waves on the lake and simple stillness of nature. INCLUDE PHOTO OF NAUTRE #OnlyinMN #ExploreMNAgain


INDUSTRY SOCIAL MEDIA EXAMPLES

Steel Toe Brewing
June 11 at 11:17 AM · 🌐

TOMORROW IS THE DAY:

- Noon open.
- Walk-up reservations begin at 11:50am.
- 90 minute reservations enforced.
- Groups of up to 4 people.
- 21+
- Dogs allowed if on a leash.
- Please practice social distancing.
- Please bus your tables.


We are looking forward to serving you beer again!
PROST.



Grand View Lodge
June 11 at 9:53 AM · 🌐

We advise you take a look at our StaySafe Initiative for updates on our hours of our restaurants and special initiatives for what we are doing to practice safe distancing to keep our guests and staff safe. We update the StaySafe Initiative regularly. Please take a look as it may answer a lot of the questions you have.

See the StaySafe Initiative Here:
<https://grandviewlodge.com/documents/StaysafeInitiative.pdf>
[GRANDVIEWLODGE.COM](https://grandviewlodge.com)



Rush Creek Golf Club @RushCreekGC · Jun 10

Rush Creek Update! The Highlander Pub is now open for both indoor and outdoor dining, as well as take out. Give us a call at 763-494-0400 ex. 2 to make a reservation, check for call ahead seating, or order take-out. For more information, head to rushcreek.com/highlander/

Rush Creek Update!
(Updated June 10)

The Highlander Pub is now open to both indoor and patio dining, as well as take out. Please read the following updates carefully:

- Reservations will be taken for groups of 6 people only (maximum number allowed at this time).
- Groups of 5 or fewer do not need an advance reservation, you may walk-in for a table.
- Reservations made prior to this change will be honored.
- We will have a wait list if a table is not available and notify you by text when your table is ready.
- Parties must wait in their car for their table to be ready.
- Call ahead seating is also available. We will let you know if we have a table available immediately or what the approximate wait time is and will text you when your table is ready.



maddensresort · Following
Madden's on Gull Lake



maddensresort Summer is off to a great start—and today it gets even better! Here's a list of the new openings at Madden's:

Pools are open at 50% capacity.

Indoor Dining is Available
Advance reservations are required to dine indoors at Mission Point and The Classic Grill. Reservations will be taken at the door only for outdoor seating and at Madden Inn. View all dining options here.

O'Madden Pub Reopening
The Pub will open this Thursday, June 11 and will be open Wednesday through Saturday each week. View

👍❤️🔖
Liked by experienceburnsville and 80 others
JUNE 10

donorthmn · Following
Schroeder, Minnesota




donorthmn Picnicking may be the new number one activity of the summer! The best part about eating outside is that you get to choose your perfect view be it lakeside or mountain top, you won't be disappointed. To help you find that ultimate spot, we have created a list of 27 drop-dead gorgeous designated picnic areas just in Cook County (link in bio). Each one of these locations offer spectacular scenery as well as picnic tables, and some are even at the start of some incredible trailheads. Make sure to read our post and bookmark your top locations. You'll also want to review the list of local restaurants that are offering unique and new takeout options. Of course, you'll want to be sure to

👍❤️🔖
Liked by bergs08 and 456 others

MN's Iron Range @IronRangeMN · Jun 11
#DreamNorthMN Our trails are waiting!

mesabi



0:07 58 views

We'll be here.

👍❤️🔖
2

Otter Tail Country @OtterTailCounty · 5m

Happy Friday! When you are out & about this weekend, please remember to "spread your wings" when in public settings. #staysafemn #protectothers #BetterTogether

SPREAD YOUR WINGS
Channel your inner loon and stay six feet apart.



6'-0"

HOW TO PROTECT OTHERS

Otter Tail County MN

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LOCAL BUSINESS PARTNERSHIP IDEAS

We're all in this together, so as you and the other businesses in your community reopen, consider partnering with your local CVB and other businesses to rebuild visitor traffic to stay, play, dine and shop in your community.

For example:

- **Partner to share discounts or freebies to drive traffic:** Consider partnering with other local businesses (e.g. resorts/lodging, restaurants, breweries, wineries, retail shops, guide services, rentals, etc.) to offer discounts or freebies that need to be redeemed at the other business, with purchase from yours.
- **Create a joint messaging campaign to rally around:** Visit Cook County, Visit Duluth, Iron Range Tourism Bureau and Glensheen Estate joined forces to develop the [#DreamNorthMN](#) campaign online and on social media, encouraging people to keep northern Minnesota top-of-mind once travel resumes.
- **Partner with your chamber or CVB:** Visit Greater St. Cloud developed an [Eat, Shop, and Photo Op](#) game for their app. Locals and visitors alike are encouraged to pick one of eight "tracks," purchase something from each business on the track and submit proof of payment for a chance to win a \$150 Visa gift card.
 - ◇ **Bingo, anyone?** The Stillwater Chamber of Commerce launched a [Stillwater Bingo](#) game that promotes local shops, businesses, breweries and more. Locals and visitors are encouraged to support Stillwater area businesses and complete a card for the chance to win prizes.
- **Share your story alongside others:** Share the great things you and other businesses are doing in your community to reopen and welcome visitors back, support each other, etc. Share other local businesses' positive stories on social media, and chances are they'll do the same (or don't be shy and just ask them!).
- **Spotlight a local business of the day or week:** Choose one business each week that everyone participating highlights on social media for the day or week.
- **Start a referral network:** If you're fully booked, consider referring new visitors to other similar businesses in your area, and vice versa.

Be sure to share your creative partnerships with employees, media, on social media, in e-newsletters, etc. If you have other ideas you'd like to share, please email them to tourism@state.mn.us.



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